

Franklin County
Quit Line Data Summary
 July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 67	N = 10,345
Percent of Statewide Calls	0.8%	100.0%
Percent of State Population in County¹	0.8%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 65	N = 8,891
Female	58.5%	61.8%
Male	41.5%	38.2%
Race/Ethnicity	N = 64	N = 8,013
People of Color	23.4%	15.6%
White	76.6%	84.4%
Age	N = 66	N = 8,649
Less than 18 years old	1.5%	1.3%
18 - 24 years old	22.7%	19.4%
25 - 34 years old	30.3%	26.5%
35 - 44 years old	1.5%	20.8%
45 years and older	43.9%	32.0%
Education	N = 64	N = 8,130
Did not graduate high school	25.0%	19.0%
High school graduate	45.3%	37.4%
Some college/vocational school	25.0%	32.3%
College graduate	4.7%	11.2%
Caller Type	N = 67	N = 9,433
General Information	1.5%	6.8%
Health care provider	0.0%	2.2%
Tobacco user	98.5%	91.0%
Payer Type	N = 63	N = 7,657
Insured	33.3%	36.8%
Uninsured	41.3%	37.2%
Medicaid	25.4%	26.0%
Heard About	N = 52	N = 7,244
Past caller ²	3.8%	7.1%
Employer/worksites	3.8%	2.2%
Health care provider	23.1%	25.0%
Television	7.7%	6.6%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	5.8%	4.2%
Newspaper/Magazine	0.0%	1.2%
Brochure/Newsletter	0.0%	7.7%
Family or friend	46.2%	36.5%
Health Department	7.7%	5.6%
School	1.9%	1.4%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.